PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Distribution DATE: June 16, 1986

FROM: A. Goldfarb

SUBJECT: Scanning Data

Attached are three listings from Nabscan reflecting the full scope of their store scanning panels.

- List A: Provides a detailed listing of the 230 store panel currently received (good pack and carton reporters). Listing is on a market basis and notes accounts within each market.
- List B: Total Nabscan stores by trading area, indicating level of reporting by account.
- List C: Account specific listing, highlighting stores by trading area and quality of account reporting.

Both lists B & C constitute data that are currently not obtained by us and would therefore require additional purchases if needed for specific projects.

AG/sl

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